

# Baby and Child-Specific Products in Denmark

<https://marketpublishers.com/r/B9C4733254FEN.html>

Date: April 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: B9C4733254FEN

## Abstracts

Baby and child-specific products continued to see robust growth in 2022 as the post COVID-19 recovery continued. Current value growth was partly driven by higher inflation rates, but this resulted in weaker volume growth as some consumers reigned in expenditure on baby-specific products. Families continued to place a higher focus on children's health, hygiene and safety standards, brought on by the pandemic. Baby wipes saw the fastest growth in retail current value terms, with consumers using th...

Euromonitor International's Baby and Child-specific Products in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Baby and Child-specific Products market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### BATH AND SHOWER IN DENMARK

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand patterns continue to normalise post-pandemic

Colgate-Palmolive consolidates leadership position

Private label gains value share

#### PROSPECTS AND OPPORTUNITIES

Muted growth ahead for bath and shower

Organic and natural products face hurdles as consumers make cutbacks

Intimate hygiene will prevail as most dynamic category

#### CATEGORY DATA

Table 1 Sales of Bath and Shower by Category: Value 2017-2022

Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 7 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN DENMARK

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### DISCLAIMER

## SOURCES

### Summary 1 Research Sources

## I would like to order

Product name: Baby and Child-Specific Products in Denmark

Product link: <https://marketpublishers.com/r/B9C4733254FEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B9C4733254FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970